

3M Celebrates 75 Years of Scotch Transparent Tape

It has been used to protect the Goodyear blimp, cover cracks in the shells of fertilized pigeon eggs and repair a nearly shredded floppy disk that federal authorities needed to solve a murder case. With hundreds of uses - both extraordinary and everyday - Scotch transparent tape celebrates 75 "indispensable" years Sept. 8, 2005, the anniversary of the day the first roll of transparent tape was sold. The tape is still produced near the 3M headquarters in Minnesota, and has become a valuable home and office staple to millions around the globe. (Please visit www.scotch75press.com for vintage images and more information.)

When a banjo-playing-turned-adhesive expert named Richard Drew developed the first Scotch transparent tape in 1930, the uses were few and sales of the new product reached only \$33 in its first year. Nonetheless, transparent tape flourished as Americans discovered the new tape could prolong the usefulness of household items during the Depression. Since then, Scotch transparent tape has become an important piece of Americana:

During World War II virtually all tape production was diverted to the war effort, for use for sealing and labeling parts.

In 1978, "Saturday Night Live" poked fun at the popularity of Scotch tape, spoofing a store that sold only Scotch tape.

In 1985, Scotch tape was voted the most indispensable product in the home in a national Roper opinion poll.

In 2004, Scotch tape was named a "Humble Masterpiece" by the Museum of Modern Art in New York.

In honor of the 75th anniversary of Scotch transparent tape, Scotch brand has modernized the beloved "snail" tape dispenser for the first time in nearly 60 years. The new Scotch contour dispenser maintains the widely recognizable snail profile, but has a sleeker, more contemporary design better suited for the 21st century home and office. The new dispenser reinforces 3M's trademark innovation and represents the latest example in a long heritage of creating great ideas that stick.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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